

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

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Political Hi-Jinks are ripe in the Valley of the Moon

It's convention time. And you get mighty little news other than political in your newspapers, over radio and TV. All the regular programs over the air are shot to pieces.

You've undoubtedly looked in on the democrat gathering in Chicago this week. The dems all talk as if their cause is divinely inspired, and that everything wrong with the nation (if anything is) is due to republican ineptitude. Everything good with us is only because the dems made it that way.

But we'll be getting the other side all next week. The republicans will call attention to peace, progress and prosperity, and it'll be a hard job to disprove their claims. (By the way, livestock prices reached their highest peak in five or six years, just as the democratic platform came out telling of the poverty of the poor farmers.)

But more on this in a week or two.

Alarm Clock: That which scares the daylight into you. VALLEY WATCH REAIR, Boyes Springs. New location very soon.

We've got some paid subscribers, honest! Quite a number came in early in our first year, and steadily since then, and these subs are due again. At \$1 a year, 4 cents less than postage cost, we're not going to spend 3 cents apiece in addition to let 'em know it's "that time" again. Keep 'em on the list for about four weeks, then off they go. (Some are coming in with their renewals, but we'd like 'em all.)

ESPOSTI'S LUNCH ROOM, Hiway 12 in Fetters. Sandwiches. Super Deluxe Hamburgers. Fountain specialties. Out of the ordinary! DANCE Saturday nights and Sunday afternoons at famed LITTLE SWITZERLAND, El Verano. Genuine Swiss atmosphere.

Pro football starts in California this coming Sunday, and on August 27 we'll see our first pro team here. The Washington Redskins will spend a few days at Mission Inn, using Lichtenberg field as a training ground. The Redskins play the 49ers at Kezar stadium on August 31.

Several other events are listed at Mission Inn. Texaco Petroleum Products has a gathering there August 28, and a Building Industry conference board has listed a barbecue and all-day picnic August 24.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

California peaches can be just as good as Michigan's, but be sure to get the ones with yellow insides. Those white-livered ones that reach the market first are peaches, all right, but they're not anything to boast of. But California strawberries are just as good as any the midwest ever produced, and California's pears are even better by comparison.

MENDEL'S CAFE, Boyes laza. Most satisfying food, excellent mixed drinks, efficient service. Pizzas, six varieties. Till 2 a. m.

In newspaper advertising, repetition is good up to a certain point. But the ads are or should be changed at frequent intervals, the often the better. Radio and TV advertisers don't seem to have learned this lesson yet, and they keep on with the same old hackneyed phrases we've heard, in some cases, for two years or more. The advertising departments should know they're either losing customers or aren't getting anywhere near the potential possible by intelligent use of costly air time.

WALTER GUNERT AUTO UPHOLSTERY. Fetters Springs, Texaco station. Seat covers, floor mats, truck cushions, interior work.

Comes the Sonoma chamber of commerce—at long last—urging the building of seven dams over Sonoma river tributaries, so as to prevent floods, conserve water, perhaps even eventually solve the Valley's water problem. Moonbeams has advocated just this for years, even before there was a Moonbeams. Doesn't make us mad. However and by whomever Valley improvements are secured, we have been in there pitching, usually first.

THE CHICKEN HOUSE (formerly Lew's). Hiway 12, Boyes. Open 5 a. m. to 10 p. m. Best fried chicken and steaks in town. Try us.

Our sane and intelligent democrat friend from Fetters cautions us not to get too confident of republican success this fall. He predicts a democratic victory, but has no pertinent facts to back him up. He even predicts Ike won't be a candidate. But when was a defeated candidate who ran again ever elected? (Skip Cleveland, who came back after four years rest.) There was Bryan, Dewey—and now, lit-

tle Adlai. Is he better fitted now than in 1952?

GEORGE'S MEATS, at Boyes Springs Food Center. Highest grade meats, cut to your order. Hot weather cold slices. Hot dogs, too.

Ellen (Mac) Bom and Donald K. Brown were married in Reno last Saturday. "Mac" is proprietor of the Powder Box beauty shop in Eldridge, and Brown, of Glen Ellen, is a valued employe at the Eldridge state hospital. Both are well known and liked and are receiving congratulations by the score.

OUR RESORT, El Verano. Stein club meets here. A friendly atmosphere. Draft beer. Mixed drinks. A good place to know.

POWDER BOX BEAUTY SHOP, Arnold drive near Eldridge. A modern shop, experienced operators. For appointment call 8-2673.

Dropped in at Esposti's lunch room in Feters Springs the other day and found a cozy, clean little restaurant. They don't serve regular meals, but have a thriving short order business, with emphasis on scrumptuous hamburgers, ham and eggs, or whatever you may desire. And Esposti's coffee is wonderful, though you may have beer or wine if you choose.

BATHING EQUIPMENT. All your summer needs in every line always in stock at BOYES VARIETY STORE. Giftware. Cards.

RUBBER STAMPS Made to Order. CARL O. DRESEL, 442 Betten-court St., Sonoma. Call WEBster 8-4160.

We've lived in Boyes Hot Springs now for 10 years, with a brief recess down in the Southland. And we love it.

Only one fly in the ointment, though that's not too serious. As a wide spot in the road (4600 population), an unincorporated nonentity, we miss the security which one normally feels when his community has some sort of government, a head to things, with the voter in control of who this "director" shall be.

We cannot expect adequate governmental service from Santa Rosa and a board of supervisors. True, we've got a good supervisor from the Springs area, but he's only one of five and his views don't always or necessarily prevail.

There are opponents to incorporation—holdbacks who will fight any change. (We've noted the reactionaries, vocal and to a degree influential, who have turned thumbs down on getting our local mail delivered by the Boyes Hot Springs postoffice rather than from Sonoma (our historical city to the southeast), with Sonoma designated as the address of Springsites.)

But Moonbeams will always be in there fighting for local recognition as a community all by itself, whatever its name, and feel confident the issue eventually will be met and won.

RUSTIC INN, Glen Ellen. An unusual tavern with real old-time atmosphere. Bring your guests here—for a change!

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

Did you hear it, Sunday night? Phil Silvers, "Steve Biko," substituted for Ed Sullivan and did a fair job. But three-quarters of the way through, he made a remark which was not only not in good taste, but decidedly off color. We've heard it many times, of course, but not on a TV stage. Chances are he'll not be invited to emcee a Sullivan program again. Ed's show has a reputation for uniform cleanliness. And good taste, always.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

The TOWN HOUSE SUPPER CLUB, Glen Ellen. Finest in North California. Excellent food. Cocktails. Entertainment nightly.

We listened far into the night Wednesday while the democrats railroaded through a civil rights plank which is meek and mild and says nothing. Old Pro Rayburn gaveled down the motion which called for a strong plank that would have pleased the big industrial northern cities. There was no roll call. That's "democrats at work!"

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

FIRESIDE LODGE, Hiway 12 west of Sonoma. Barbecued chicken, chops, steaks, spareribs. Superb food. Cocktails.

Of course we could have held up this issue and been the first paper in the Valley to give you the name of the democratic party nominee. But it was so certain that little Adlai would get the gonfalon that it seemed a little silly to do that. You'll know it anyway, even over the back fence, before we could spread the glad tidings.

SONOMA MISSION INN, Boyes. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

We own two pairs of cotton pants (one of them with zipper). Can't wear woolen pants or even part-wool when we also wear shorts. These cotton things wear like iron, look pretty good when first donned, but they don't hold a press more than a very few hours. So what to do? Any solution to this vexing problem?

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

Only once did we ever earn a vacation with pay, and even then we didn't get the vacation, only the pay. The poor little fellows who run newspapers don't get vacations, with or without pay. They plug along, many times for years, with their so-called vacations only a very few hours of relaxation (after the paper is out) or at most a fleeting day at the races or with relatives in the city, usually with some business thrown in. So pity the poor editor. (The mechanical force sometimes does get some time off.)

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. **THE INSKEEPS.**

FIELDS' AUTO REPAIRS, next to Texaco, Feters Springs. Repairing all makes. Work guaranteed. Charges always low.

We're sure some good friend of a specific hospital, or hospitals in general, will be able to answer the questions posed below. They've been in our mind for months and years, and we believe other folks are just as skeptical as we. So, at great risk, here we go:

Why are hospital costs so high?

Unlike a hotel, which must pay for the building construction, pay high taxes, show a profit for its investors, provide the finest furnishings, equipment, food and service, a hospital has no "first cost" in most cases, pays no taxes, has functional but not luxurious furnishings, serves adequate meals, though they're certainly not banquets. There is 24-hour service, but so is there in a first class hotel.

On the other side, the nurses do come on call and give medical attention. They even give you a sketchy bath too and rub your back with alcohol. All very soothing and pleasurable. But why should the cost be so great?

A good room in a good hotel can be had for about \$6. Say your meals come to \$6 more (they don't have to). That's \$12 a day.

We don't know of any hospital charging less than about \$17 a day. Most of them a lot more. Use of x-rays, operating room, medication as far down as one aspirin tablet, all are charged for (an aspirin is 10 cents). The nurses in general work for low wages. Much of the work is done by beginners as part of their training, and they get mighty little.

You get what we're driving at? Why do they charge so much and still come out yearly with requests for more money to keep going? Is it primarily because of faulty management? What IS the answer?

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LOWEST PRICES ALWAYS throughout the **WOODLEAF MARKET**, Boyes. Complete stocks. We will not be undersold.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Chicago Tribune once had a slogan: "The more you tell the quicker you'll sell," referring to its classified ad department. And it's so true.

So we get a little mad every time we come to some little classified reading something like this: "SALE: 2 bdrm. hse., liv. rm., furn. incl., hdwd. flrs., frpl., big kitch. \$1000 dn. Tms."

Certainly in the smaller papers, these abbreviations should be spelled out. Possibly cost you another line, but you wouldn't be making a prospective buyer so mad.

BANCROFT NURSERY, Sonoma. For shrubs, roses, fruit trees, grapes, berries. Also fertilizers, insect repellents.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

Did you have an ol' swimmin' hole when you were a kid? We did. It was just a little creek, with blue clay banks, the muddy water flowing about six feet below the grassy outdoor dressing room under the tree. Creek made a sweeping curve at this point, and it made a swell swimmin' hole. The kids wore no suits, and most always someone would find his shirt and overalls water-soaked and tied in knots. Them were the days!

Visited the spot years later, and marveled. How could anyone ever swim in such a place! Probably not more than 4 feet deep at the most. Quite a long walk from town, usually down the railroad track. And a cow was usually pastured nearby, with occasionally some milk bootlegging.

B & L LAUNDROMAT, Fetters. Bring your washing here during the summer months. No labor, fast service, clean clothes!

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

Member a few weeks ago we admitted we'd never eaten hush-puppies. Scanning the women's pages, the missus ran onto a recipe for them, direct from the deep south. Here 'tis:

HUSHPUPIES: Mix together one cup corn meal, one teaspoon double-action baking powder, one-half teaspoon salt and one minced onion. Add one beaten egg and beat vigorously. Stir in one-fourth cup milk. Form into small patties. They may be round, or finger-shaped. Drop into deep, very hot fat in which fish has been fried, and cook until hush puppies are a deep brown. These should be served as soon as done.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

HOOKE OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

An independent (with republican leanings) takes a few notes about the democratic convention:

H.S.T., while quite a little show all by himself, didn't do himself any good at the convention. His influence undoubtedly has taken a nosedive, and he's through as a positive factor in the nation's politics.

Rayburn's tactics proved efficacious. He delayed discussion of the civil rights plank until nearly 3 a. m. when the galleries were pretty well emptied.

You as tired of political speeches as we are? They drone on and on, the voices all alike, making wild but unsubstantiated charges; and with deals and trading going on all over the convention city.

After at most three days, practically all delegates and visitors are tired, dirty, almost broke, and wishing the dang thing would get going and get it over with.

Repubs will go through much the same old formula next week in San Francisco. An improvement will be the climate, which is comfortably cool this time of year, in contrast with the stifling heat and humidity of Chicago in August.

Democratic platform is the longest since back about 1906. Their shortest was in 1932 and that wasn't so good, according to many of the party spokesmen.

The repubs will be coming up next week with a much stronger civil rights plank than the demos. It's been that way right along. The demos talk civil rights, but don't come across positively.

Truman, unpredictable, first came out for Harriman, blasted little Adlai, then came back with a plea for the "moderate" civil rights action. Always scrappy, entertaining, the fighting bantam rooster is just about through.

But following the republican convention next week, you'll see a lull on the political fronts till about October 1. Then it'll be hot and heavy for about five weeks before the November 6 election. Anybody want to bet a little bit on the outcome? See us. We can name the winner.

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

A & B APPLIANCES. Rentals. Trucks and Trailers. Moving. Motel. Look us over at 18985 Sonoma Hiway, El Verano wye.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

Little tiny bit of drizzle last Sunday in early morning. So it won't be so long now till the rains come—and with that the hillsides and your back yard become green again. Won't you welcome it?

BOYES SPRINGS FOOD CENTER. A complete market, with lowest prices consistent with quality. Take-out license, too.

BATH HOUSE BARBER SHOP, open daily except Monday. Fast, efficient work, modern shop. Bob Narcisi your operator. Drop in.

'FLYING ANTS' MAY BE TERMITES

Take a good, close look at the "flying ants" that you may find glistening in the warm sunlight these days near your house or buildings. Chances are they are termites heading for a wedding in your woodwork.

Spring's mating call sends the ants and termites soaring on their frail wings, and it's only the royalty that flies. When they pair off, though, it means a new colony is beginning.

Look at the wings. If they are transparent with distinct, heavy veins, are tapered and only slightly longer than the insect's body, protruding from the sides of the body when folded, it is a winged ant with ambitions for an ant hill. If the wings are long and narrow with tiny, barely visible veins, and if they lie back parallel when folded, you are looking at a termite with designs on your doorsill.

Of course, if you have taken the precaution to use fence posts and structural members properly treated against termites, you have little cause for alarm. Wood products pressure treated are resistant to both termites and decay. Tests have proved that this means four times more service life from wood—and no home life at all for termites.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

SONOMA FURNITURE MART, Broadway. Varied stock. We'll take your old furniture in trade. Upholstering, too.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

It will soon be time to plant winter flowering sweet peas from seed. In the meantime you should be preparing the seed bed so that it will be in good shape.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menu—all good. Cocktails. Always the very best.

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

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